

Statistics

Population (2003)

Kansas:	1,699,782	metro	(0.7% of total U.S. metro)
	<u>1,023,725</u>	non-metro	(2.1% of total U.S. non-metro)
	2,723,507	total	

United States:	241,395,996	metro	
	<u>49,413,781</u>	non-metro	
	290,809,777	total	

Farm-Related Employment (2000)

Kansas:	338,765 jobs	(19.3% of total Kansas employment)
United States:	25,834,574 jobs	(15.6% of total U.S. employment)

Number of Farms (2002)

Kansas:	64,414	(3.0% of total U.S. farms)
United States:	2,128,982	

Average Farm Size (2002)

Kansas:	733 acres
United States:	441 acres

Market Value of Agricultural Products Sold (2002)

Kansas:	\$8.7 billion
United States:	\$200.6 billion

Rank among all States in market value of agricultural products sold (2002): #5

Top 5 Agricultural Commodities (2002)

Commodity	Value of receipts (thousand \$)	Percent of U.S. value
Cattle and calves	4,809,880	12.7
Wheat	902,138	16.3
Corn	676,918	3.9
Soybeans	339,041	2.5
Sorghum grain	334,643	37.2

Market Value of Agricultural Products Sold Directly to Consumers (2002)

Kansas: \$3.7 million
United States: \$550.9 million

Farmers Markets (2004)

Kansas: 70
United States: 3,617

Market Value of Certified Organic Commodities (2002)*

Kansas: \$2.3 million
United States: \$392.8 million

*(Data may not reflect actual industry growth after Oct. 2002 implementation of USDA National Organic Program.)

Certified Organic Acreage (2001)

Kansas: 29,480 acres
United States: 2,343,857 acres

USDA-Accredited Organic Certifying Agents (2005)

Based in Kansas: 0
Total: 96

Marketing Products and Services

Specific to Kansas

Federal-State Marketing Improvement Program (FSMIP) Grants

FSMIP provides matching funds to State Departments of Agriculture and other appropriate State agencies to assist in exploring new market opportunities for food and agricultural

products, and to encourage research and innovation aimed at improving the efficiency and performance of the marketing system.

- In 2005, \$28,800 was awarded to the Kansas Department of Commerce to analyze market and agritourism opportunities for Kansas wine, and develop a strategic marketing plan for the emerging Kansas wine sector.

Regional Interest

Kansas Participates in Food Policy Conference

Kansas was a participant in the third annual Iowa Food Policy Conference at Drake University in Des Moines, IA, in September 2004. The theme of the conference was *The Role of Farmers Markets in America's Food System*. The conference consisted of workshops, panel discussions, and reports presented by representatives of a multi-state partnership, to provide consultation, training, and information for traditionally underserved farmers, with a focus on producers of specialty crops. The conference was sponsored by USDA's AMS and Risk Management Agency. Participants were from Arizona, Illinois, Iowa, Minnesota, New Mexico, North Carolina, Oklahoma, Oregon, Utah, and Washington, as well as Kansas.

General Interest

New Farm-to-School Marketing Publication

Eat Smart—Farm Fresh! A Guide to Buying and Serving Locally-Grown Produce in School Meals (PDF) was published in December 2005 by the Food and Nutrition Service (FNS) of USDA. The publication, which helps school lunch programs find locally-grown produce, was developed by a multiagency task force that included an agricultural marketing specialist from AMS, four child nutrition specialists from FNS, and the Community Food Security Coalition, a non-profit organization.

Farm-to-School Report

How Local Farmers and School Food Service Buyers Are Building Alliances (PDF) helps small farmers and school food service buyers explore how they might establish direct marketing linkages.

Marketing via the Internet

How to Direct Market Farm Products on the Internet (PDF) is designed to help small/medium-sized agricultural producers better develop Internet-based sales transactions by recommending effective methods for reaching and retaining customers.

Trends in Farmers Markets

U.S. Farmers Markets—2000: A Study of Emerging Trends (PDF) assesses the importance of farmers markets as a distribution channel for farm products, documents the recent growth in farmers markets operations, and provides an updated profile of management, operations, and merchandising at farmers markets.

Market Research on Small Meat Processors

Enhancing Commercial Food Service Sales by Small Meat Processing Firms (PDF), published by AMS in cooperation with Texas A&M University, determines potential

areas of competitive advantage for smaller scale meat manufacturing firms in supplying local restaurants and other local commercial food service accounts.